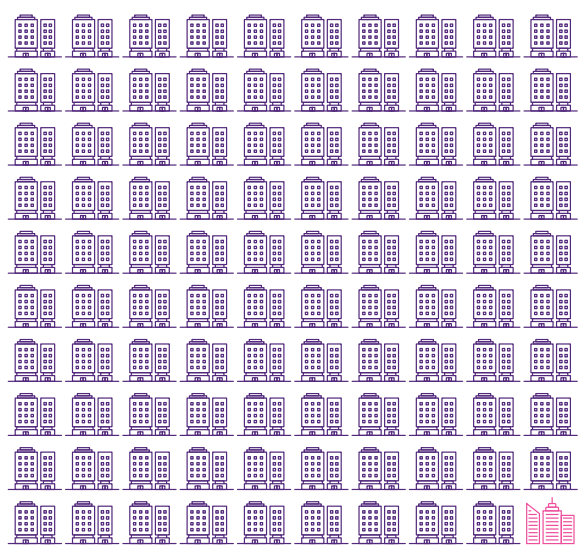


B2B is the “North Star” for 5G monetization, but don’t forget the SMEs!

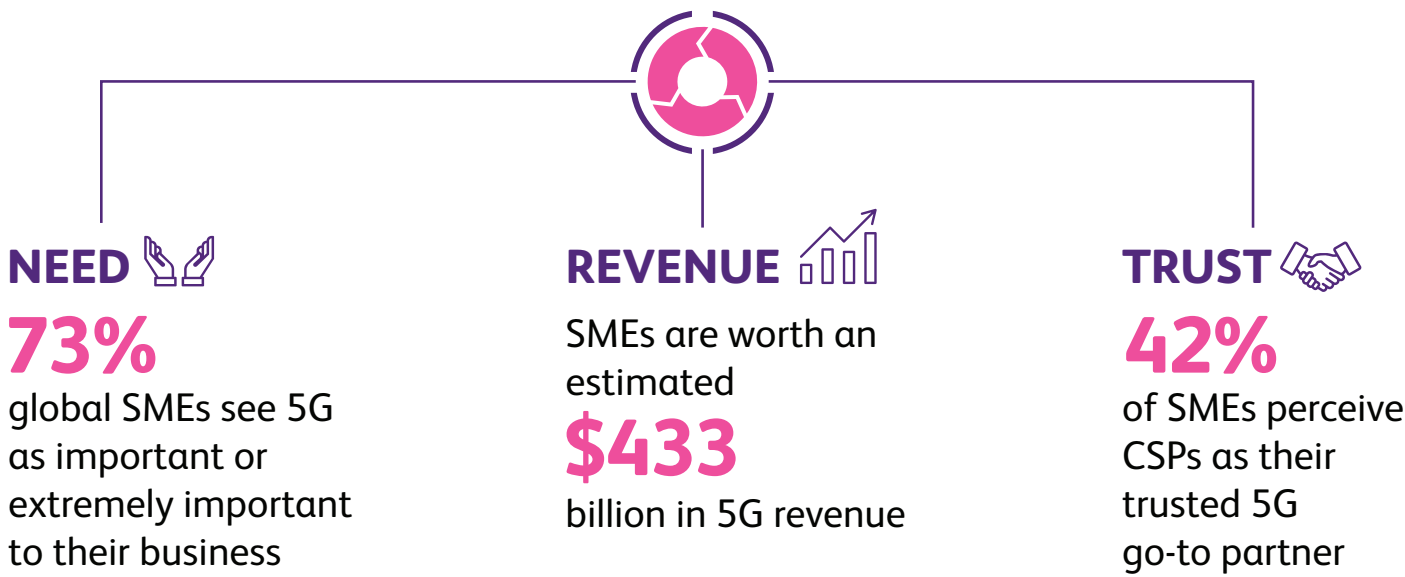
BearingPoint//Beyond’s latest joint report with Omdia highlights
SMEs as a major source of CSPs’ 5G revenue



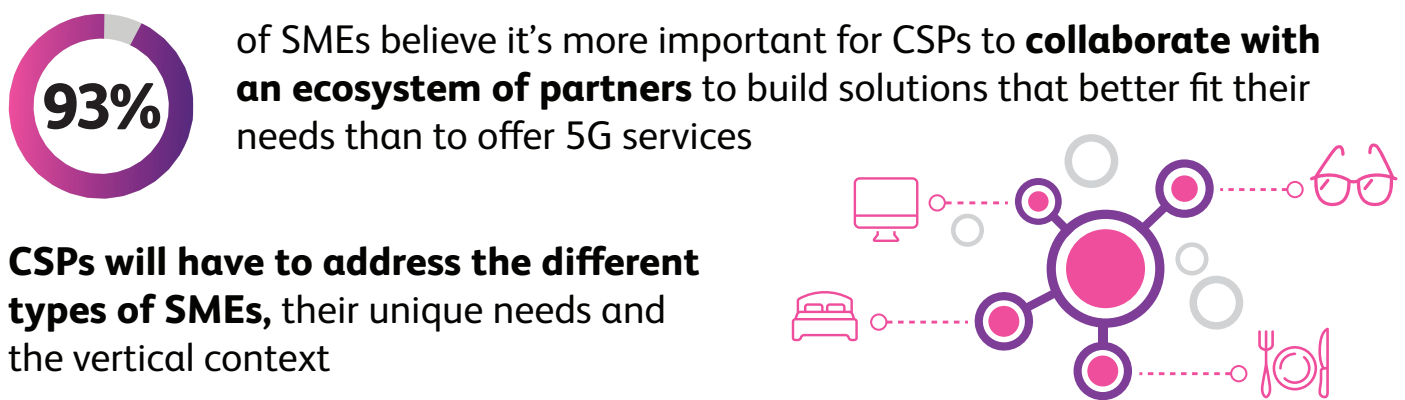
99%
of world’s businesses are **SMEs** and CSPs are already failing to support their 5G needs

Yet **70%** of **CSPs** focus their resources on **1%** **enterprise market**

Instead CSPs should focus on the SME opportunity



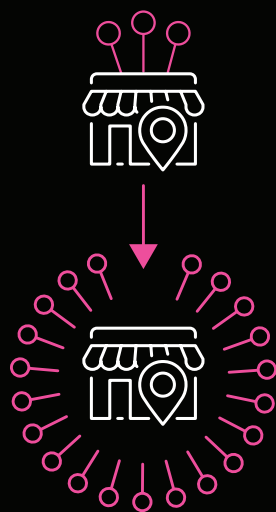
However, it’s not the 5G technology they’re after



THE SOLUTION

CSPs need to gradually develop an increasing number of solutions with technology partners and vertical specialists

Using a digital marketplace that will allow CSPs to grow from selling a few SME solutions, to selling multiple solutions at speed and at scale



Sources: BearingPoint//Beyond research, Omdia research
To learn more download our [SME report](#) at [bearingpointbeyond.com](#)